

## Message Text

UNCLASSIFIED

PAGE 01 TEGUCI 03873 151524Z  
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W  
-----098456 151844Z /47  
R 142132Z AUG 78  
FM AMEMBASSY TEGUCIGALPA  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 1227

UNCLAS TEGUCIGALPA 3873

E.O. 11652: N/A  
TAGS: BBSR, HO  
SUBJ: WTDR/FTI: CASA COMERCIAL MATHEWS S.A. DE C.V.

REF: USDOC 13539

1. HONDURAS

OFFICE USE: 2. 215 3. 0010900 4. 01

5. CASA COMERCIAL MATHEWS S.A. DE C.V.

6. P.O. BOX 39; BARRIO LA BOLSA, COMAYAGUELA D.C.

7. TEGUCIGALPA D.C., HONDURAS

8. CONTACT: ALEXANDER VINCENT LA PENNA

9. TITLE: GENERAL MANAGER, OTHER OFFICIALS ARE: CHARLES E.  
MATHEWS, PRESIDENT; JORGE ZAPATA, VICE PRESIDENT

10. PHONE: 223164 11. TELEX: 1109 CEMCOL HT

12. CEMCOL, TEGUCIGALPA

13. ESTABL: 1949 14. EMPL: 214 15. SIZE: LARGE  
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16. REPUTATION: Y-EXCELLENT 17. RPT. DATE: 08/78

OFFICE USE: 18. K 19. N/A 20. X 21. N/A 22. I5

23A. 35190/1235 RET, AGT, DIST, AND IMP OF INTERNAL COMBUSTION  
ENGINES

23B. 35220/135 RET, DIST AND IMP OF FARM MACHINERY AND EQUIPMENT.

23C. 35318/1235 RET, AGT, DIST AND IMP OF CONSTRUCTION MACHINERY  
AND EQUIPMENT.

23D. 35610/135 RET, DIST, AND IMP OF PUMPS AND COMPRESSORS.

24. FOREIGN SALES: LOCAL ONLY

25. FINANCIAL REFS: BANCO ATLANTIDA 5A. AVE. Y 7A. CALLE  
TEGUCIGALPA, BANCO DE HONDURAS, EDIFICIO MIDENCE SOTO, TEGUCIGALPA.

26. TRADE REFS: CATERPILLAR OF AMERICAS CO., 100 NE ADAMS, PEORIA  
ILL. 61629; HYSTER CO., P.O. BOX 334, DANVILLE, ILL. 62832; FORD  
MOTOR CO., EXPORT DIV. 153 HALSEY ST. NEWARK, N.J. 07102.

27. FOREIGN FIRMS REPRESENTED: SAME AS 26 AND: ONAN WESTERN  
HEMISPHERE TRADING CO., 1400 MINNEAPOLIS, MINN. 55432 (ELECTRIC  
POWER PLANTS) ACQUIRED 1973; JACUZZY DOMESTIC INTERNATIONAL CORP.,  
11511 NEW BENTON HWY., LITTLE ROCK, ARK. 72203 (WATER PUMPS,  
ACQUIRED 1964), ETC.

28. POST EVALUATION: THIS FIRM IS ONE OF THE LARGEST AND OLDEST  
REPRESENTATIVES OF AMERICAN FIRMS IN HONDURAS, ESPECIALLY IN  
CONSTRUCTION MACHINERY AND RELATED EQUIPMENT. ITS WORKING CAPITAL  
AMOUNTS TO US\$2.5 MILLION AND SALES VOLUME FOR 1977 WAS US\$10.6  
MILLION APPROX. THE FIRM OPERATES ITS MAIN INSTALLATIONS IN  
TEGUCIGALPA, AND A LARGE BRANCH IN SAN PEDRO SULA. AGENCIES ARE  
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ALSO OPERATED IN THE PRINCIPAL CITIES. PRINCIPAL STOCKHOLDERS  
ARE: CHARLES E. MATHEWS, IGNACIO MIDENCE, OCTAVIO MEMBRENO, AND  
WENDELL W. SHEFFER. BANKING CIRCLES REPORT EXCELLENT REPUTATION  
OF THIS FIRM WHICH IS HIGHLY RECOMMENDED AS A SUITABLE TRADE  
CONTACT FOR U.S. FIRMS.

29. PREP: J.J. ORTUNO, APPR: J.W. STAHLMAN.  
JARAMILLO

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 14 aug 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978TEGUCI03873  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780333-1179  
**Format:** TEL  
**From:** TEGUCIGALPA  
**Handling Restrictions:** n/a  
**Image Path:**  
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**Legacy Key:** link1978/newtext/t19780866/aaaaccve.tel  
**Line Count:** 102  
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**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 021c8663-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION ARA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
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**Review Date:** 29 mar 2005  
**Review Event:**  
**Review Exemptions:** n/a  
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**Review Release Date:** N/A  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 1743956  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** WTD/FTI: CASA COMERCIAL MATHEWS S.A. DE C.V.  
**TAGS:** BBSR, HO  
**To:** COM  
**Type:** TE  
**vdkgvkey:** odbc://SAS/SAS.dbo.SAS\_Docs/021c8663-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014